

Message Text

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PAGE 01 BRUSSE 07430 281647Z

70

ACTION EUR-12

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R 281520Z JUL 76

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 7546

USDOC WASHDC

INFO AMCONSUL ANTWERP

AMEMBASSY LUXEMBOURG

AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 07430

COMMERCE FOR FIELD,OIM/BIC

E.O. 11652: N/A

TAGS: BEXP,BE

SUBJECT: PROPOSED TRADE MISSION: " COMPUTER TECHNOLOGY AND BUSINESS
EFFICIENCY"

1.IN RESPONSE TO REQUEST TRANSMITTED FIELD/KELLER TELECON
OF JULY 26, EMBASSY RECOMMENDS WEEK OF MARCH 28, 1977, AS BEST
PERIOD FOR VISIT OF TRADE MISSION ON " COMPUTER TECHNOLOGY AND
BUSINESS EFFICIENCY."

2. OF POSSIBLE INTEREST IN PLANNING THIS TRADE MISSION IS THE
HOLDING OF A TRADE FAIR, " EQUIPORAMA" SCHEDULED MARCH 25-31,
1977 IN THE OUTSKIRTS OF ANTWERP. THIS IS A SMALL FAIR WHICH
DISPLAYS OFFICE EQUIPMENT,OFFICE FURNISHINGS, AND DATA-
PROCESSING MATERIAL. LAST YEAR 71 PARTICIPANTS TOOK PART,
OF WHICH 70 PERCENT DISPLAYED NON-BELGIAN-PRODUCED EQUIPMENT.
ACCORDING TO THE ORGANIZERS OF THIS SHOW, 26,000 VISITORS
ATTENDED THE 1976 EXHIBITION. MOST OF THESE VISITORS
WERE THE GENERAL PUBLIC. THE FAIR IS HELD AT THE BOUW
CENTRUM, WHICH IS LOCATED ON THE ROAD TO BRUSSELS LEADING
OUT OF ANTWERP. THIS SHOW DRAWS LARGELY ON VISITORS FROM
THE FLEMISH AREA OF BELGIUM.

3. EMBASSY QUESTIONS WHETHER MISSION CAN DERIVE MUCH FROM
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THE "EQUIPORAMA" SHOW IT IS POSSIBLE,HOWEVER,THAT A TRADE

MISSION SCHEDULED FOR ABOUT THE SAME TIME COULD OBTAIN SOME USEFUL PUBLICITY AT THIS SHOW; E.G., AN ANNOUNCEMENT IN THE SHOW CATALOG OR THE CIRCULATION OF HAND BILLS TO VISITORS COMING TO THE " EQUIPORAMA" EXHIBITION.

4. EMBASSY BELIEVES THAT THIS PROPOSED TRADE MISSION SHOULD CONCENTRATE LARGELY ON BRUSSELS FOR A THREE-DAY PERIOD. IF A DECISION SHOULD BE MADE TO SEND THE MISSION FOR ONE DAY TO LUXEMBOURG, WE WOULD, OF COURSE, BE HAPPY TO COOPERATE IN MAKING COMMON ARRANGEMENTS.
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